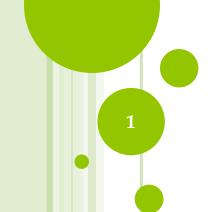




Student/Entrepreneur name(s)



IDEA OVERVIEW

- Explain your idea. A one-line description.
- Brief Overview



THE PROBLEM

- Clearly define the problem
 - Who is facing this problem?
 - Why there is a necessity/ need for your product/ service?



THE SOLUTION

- How are you solving the problem?
- Identify the solution to the specific pain point (problem) you identified in the previous slide.



CUSTOMER SEGMENT

- Who is your target customer?
- What benefit do you give to your customer?
- How will you reach your customers in a cost-effective manner? (Marketing)



VALUE PROPOSITION

- What type of product/service is yours? Website/Equipment/Social/Management system, mechanical equipment
- Why should customers choose you? What is your value proposition or benefit provided?



FLOWCHART

- Can you draw a simple flowchart showing how your product/business will work.
- Your flowchart should explain "How to implement your idea"



REVENUE MODEL

- •How do you plan to make money?
- •If your are working on a social idea, how do you plan to create an impact?



COMPETITORS

- Is any company already working out your idea?
- List 3 competitors if any
- How are you different from competitors



FINANCIAL EXPECTATIONS

How much money you need for the project? How will you use the money?

